LEESBURG
The Lakefront City

Logo Usage & Printing Guidelines

May 31, 2006

Leesburg, Florida

1.0 Introduction

The municipal symbol for the City of Leesburg is a line drawing of a lake scene with a reflection of the sun on the water. The typestyle selected complements the symbol design and projects an image of professionalism.

The details of the logotype and colors are described in this manual. Also, included are the regulations and guidelines that must be followed to ensure its consistent use.

City employees who are involved in the ordering, specifying, or purchasing of material that uses the logo should refer to this manual to ensure that all guidelines have been followed.

Items such as business forms, property signs, vehicle graphics and uniforms are some of the areas effected.

Those who are responsible for the preparation or purchasing of advertising and print materials should have a manual in their possession and be familiar with the detailed specifications.

If you have any questions about interpretation or application of these guidelines, contact Husebo Advertising & Public Relations, (352) 787-5777.

2.0 Elements Of The City Identity

Name
The City of Leesburg has adopted the slogan: The Lakefront City. "Leesburg" will be used in conjunction with this slogan to form the logo.

Color
Consistency in the use of color in a city logo is an important element in establishing an identity.

The City of Leesburg's choice of blue as its primary color is applied several different ways. Detailed specifications for matching and cross-referencing exact colors for all applications are supplied in this guide.

2.1 Reproduction Standards: An Overview

Only use the official versions
The official version of the logotype, the specifications for type and symbol elements, and their relative position to one another cannot be re-arranged under any circumstances. Consider the logotype as a 'picture' which should not be retouched or reconfigured in any way.

There are two original sources from which the logotype can be reproduced:
- as a photographic copy from an approved artwork or repro proof
- as a computer-generated graphic from an approved electronic artwork file.

Details on how and when to use these original sources are described in Sections 2.2 through 2.4 Official Versions for Reproduction.

Official color specifications
Examples of correct color usage are provided for your reference. If the correct colors cannot be used for any reason, the logo must appear in black on white, or white on black. Please refer to Section 2.3 Official City Colors.

2.2 Official Methods For Reproduction

The logotype should only be reproduced from one of the three official methods: electronic artwork, film or repro proofs.
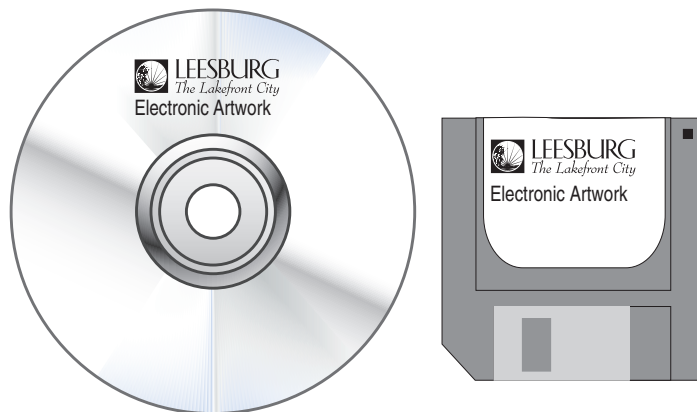
Electronic artwork
Copies of the logotype logo are available on disk. Use of a disk is appropriate when the logotype is to be placed in materials produced by desktop publishing methods. Artwork on disk can be enlarged or reduced as needed provided it is done proportionally.

Film
Film can be used only in the sizes provided. The film cannot be enlarged or reduced. The film should be contact duplicated and the original should be returned to the Identity Manual for future use.

Repro proofs
These are provided as high quality, black and white glossy prints for use at widths from 2" and up. Repro proofs are suitable for making a velox or p.m.t. (positive mechanical transfer) print, in order to make a copy at the exact size needed.

Electronic artwork on disk

2.3 Official City Colors

Reproducing the logotype in 3-color

Logo Version 1: Horizontal, 3-color
Logo Version 2: Vertical, 3-color

The preferred method for using the logotype is 3-color. The official city colors for the identity program are specified according to the Pantone Matching System (PMS). This color system is used by printers for the universal matching of colors.

See included sample of the City letterhead for accurate representation of a 3-color City logo.

Official logo colors
Blue: PMS 293C
Gold: PMS 130C
Black

The suffix letter C designates ink colors printed on coated paper stocks. When uncoated stocks are used simply change the C to U.

Reproducing the logotype in process color

Logo Version 3: Horizontal, process
Logo Version 4: Vertical, process

In some instances when full color is used the logo will appear in 4-color process.

Official process colors
Blue:100%C, 56%M, 0%Y, 0%K
Gold: 0%C,28%M, 100%Y, 0%K
Black: 0%C, 0%M, 0%Y, 100%K

Reproducing the logotype for two colors

Logo Version 5: Horizontal, 1-color
Logo Version 6: Vertical, 1-color

There is not a 2-color version of the City logo. When two color is available for printing the logotype, it should appear in Blue PMS 293C. If this specific blue is not available, do not substitute other shades of blue, but use black instead.

Reproducing the logotype in one color

Logo Version 5: Horizontal, 1-color
Logo Version 6: Vertical, 1-color

When only one color is available for printing the logotype, it should appear in Blue PMS 293C. If this specific blue is not available, do not substitute other shades of blue, but use black instead.

The adjacent art is for one color applications, especially where low-resolution or poor quality reproduction is expected.

The adjacent art is for one color applications, especially where low-resolution or poor quality reproduction is expected.

2.4 Using The Logotype On Background Shades And Colors

Generally speaking, the preferred use of the logotype is in 3-color, superimposed on a light blue, gray or plain white background. There are a number of instances where the logo may be used on a colored background, and the following guidelines are intended to ensure that the logo will be easy to read and easy to reproduce in those situations.

3- color & process versions
The 3-color & process color versions must only be used on a plain white background, or on a light background of neutral color (for example: gray) that has a maximum tone value of 30%.

See included sample of the City letterhead for accurate representation of a full (3-color) City logo on a light color background.

One color versions
One-color versions may be printed in either black or blue on white or on a light background of neutral color (for example: gray) that has a maximum tone value of 30%. Shown here are accurate representations.

One color on white

One color on gray

One color on white

One color on gray

The logotype may also appear in white on a background of the City blue, black or any solid dark color.

Reverse color versions

Logo Version 7: Horizontal , reverse
Logo Version 8: Vertical , reverse

Examples of acceptable a background color with a tone value of greater than 40% are illustrated on this page.

White on Black

White on Black

3.0 Typography

Typography is the style, arrangement or composition of typeset matter.

Because the logotype will be used in layouts which contain text, the visual appearance of the text is an important concern. This section on typography has been prepared specifically for employees who are involved in preparing layouts for typeset material, and provides guidelines and instructions which will help maintain a consistent text approach. It should also be provided to external typesetting suppliers.

There is one official type 'family', Bernhardt, to be used in composing text for the City's various print material, and there are specific instances where it is to be used. In light of the guidelines presented here, judgment calls regarding which typeface to use and when it can be combined with another, must be made by those preparing layouts.

Bernhardt Family
This typeface is a traditional design and is ideally suited for longer passages of text. The 'serifs', (i.e. , the short lines stemming at a right angle to the up-and-down strokes in the letters) create a horizontal flow which guides the reader's eye to make lengthy reading more comfortable. With these characteristics in mind, Bernhardt should be used for text in publications (especially those with long passages of text) which are

directed to the general public. It has a friendlier look, but commands respect due to its classical and traditional aesthetic.

Bernhardt is to be used for setting up the address, contact and name information on stationery items such as letterheads, business cards and on some forms, where this type of information accompanies the logotype.

Bernhardt Family

ABCDEFGHIJKL
MNOPQRSTUV
WXYZ

abcdefghijklmnop
qrstuvwxyz

1234567890

Italic

*ABCDEFGHIJKL
MNOPQRSTUV
WXYZ*

*abcdefghijklmnopq
rstuvwxyz*

1234567890

Bold

**ABCDEFGHIJK
LMNOPQRSTU
VWXYZ**

**abcdefghijklmno
pqrstuvwxyz**

1234567890

bold italic

*ABCDEFGHIJK
LMNOPQRSTU
VWXYZ*

*abcdefghijklmnop
qrstuvwxyz*

1234567890

4.0 Stationery

The City uses a standard range of stationery which is imprinted with the logotype and appropriate address information. The range of items, their uses and technical data is contained in this section.

With the high volume of correspondence and other printed material which the City produces and distributes, stationery is one of the most visible aspects of the City's identity. Stationery offers an opportunity to promote the identity literally thousands of times every year. As a result, it is of utmost importance to regulate the consistent use of stationery materials.

Regulations concerning the manner in which stationery is printed include the layout and position of logotype and text, ink colors and paper stocks; the style in which typing is arranged on items such as letterheads and envelopes; and the manner in which certain materials are folded. Because many of these items will require revision from time to time, such as preparing business cards for new employees, and making changes to addresses and telephone numbers, there are also guidelines to control the look of pre-printed elements on stationery materials.

Detailed instructions and specifications are provided for the guidance of those responsible for ordering and printing these materials; and for the people who 'process' these materials by typing on them and mailing them. In most cases, there will be pre-determined typing formats programmed into the City's word-processing equipment. If these formats are not available on your machine, or if you are using a typewriter, the following guidelines will show you how to comply with the regulations.

Stationery materials have been designed to present a consistent image for the City. In many cases, only part of the design is pre-printed on a page. The design is actually completed when you type on these materials

Because of the extremely high visibility of stationery items, it is important to follow the regulations for use as outlined here. Any deviation from these regulations will quickly lead to a degeneration of the overall City identity program. Stationery items run through laser printers may require specialized printing inks - check with suppliers for specifications.

4.1 Formal Stationery Printing And Typing Specifications

Formal city letterhead
For specific business correspondence.

Printing/type specifications:
Size: 8 1/2" x 11"
Stock: Beckett Linen, Arctic
Ink: PMS 293U
              PMS 130U
              Black
Pre-printed text:Bernhardt
Logo: Version 1

Typing specifications:
1. All typing is to be set up justified with a margin set 1 1/2" from the left edge of the sheet and a 5 1/2" wide text column. Leave a full blank line between paragraphs, no indentation is necessary. Use 10 pitch typing font.
2. Address to appear as Month, Day, Year; position the first number 1 3/4" from the top.
3. Leave two full blank lines, then type addressee information.
4. Space down to 3 1/2" from the top and type salutation.
5. Leave one full blank line and type body of letter.
6. Leave minimum of 3, maximum of 5 blank lines and type sign-off.
7. For a letter which will run to more than 1 page, the lower limit of the body should be no closer than 2 1/4" up from the bottom edge of the page.
8. Fold the bottom of the letter up to just underneath the salutation so it can still be read, then fold the top third of the page back. This leaves the letter folded so that the addressee's name is visible, but the body of the letter is not.

See included example of 8 1/2" x 11" letterhead with typing format.

Revising pre-printed address text
This task should only be carried out in the printer.

4.2 Informal Stationery

Informal city letterhead
For general business correspondence.

Printing/type specifications:
Size: 8 1/2" X 11"
Stock: Beckett Linen, Arctic
Ink: PMS 293U
Pre-printed text: Bernhardt
Logo: Version 5

Typing specifications:
1. All typing is to be set justified, with a margin set 1 1/2" from the left edge of the sheet and a 5 1/2" wide text column. Leave a full blank line between paragraphs, no indentation is necessary. Use 10 pitch typing font.
2. Address to appear as Month, Day, Year; position the first number of the year 1 3/4" from the top.
3. Leave two full blank lines, then type addressee information.
4. Space down to 3 1/2": from the top.
5. Leave one full blank line and type body of letter.
6. Leave a minimum of 3, maximum of 5 blank lines and type sign-off.
7. For a letter which will run to more than 1 page, the lower limit of the body should be no closer than 1 1/2" to the bottom edge of the page.
8. Fold the bottom of the letter up to just underneath the salutation so it can still be read, then fold the top third of the page back. This leaves the letter folded so that the addressee's name is visible, but the body of the letter is not.

Revising pre-printed address text
This task should only be carried out in the printer.

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4.3 Envelopes

1. #10 city envelope
For general business correspondence using Beckett Linen, White

Printing specifications:
Size: 9 1/2" x 4 1/8" (standard #10)
Stock: Beckett Linen, Arctic
Ink: PMS 293U
         PMS 130U
         Black
Logo: Version 1
Pre-printed text: Bernhardt

Typing specifications:
1. Typing font size should match that used on letterheads
2. Typing style is flush left.

2. Informal City Envelope
For informal business correspondence

Printing specifications:
Size: 9 1/2" x 4 1/8"
         (standard #10)
Stock: Beckett Linen, Arctic
Ink: PMS 293U
Logo: Version 5
Pre-printed text: Bernhardt

Typing specifications:
1. Typing font size should match that used on letterheads
2. Typing style is flush left.

3. Informal Business Correspondence Envelope with Window
For informal business correspondence

Printing specifications:
Size: 9 1/2" x 4 1/8"
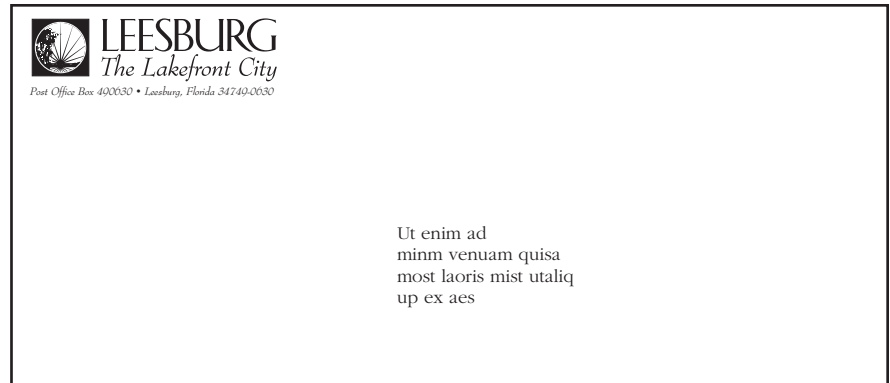   (standard #10)
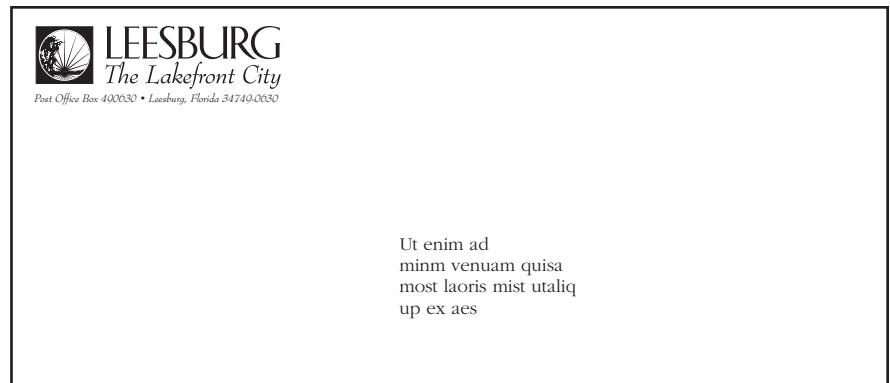Stock: White Bond
Ink: PMS 293U
Logo: Version 5
Pre-printed text: Bernhardt
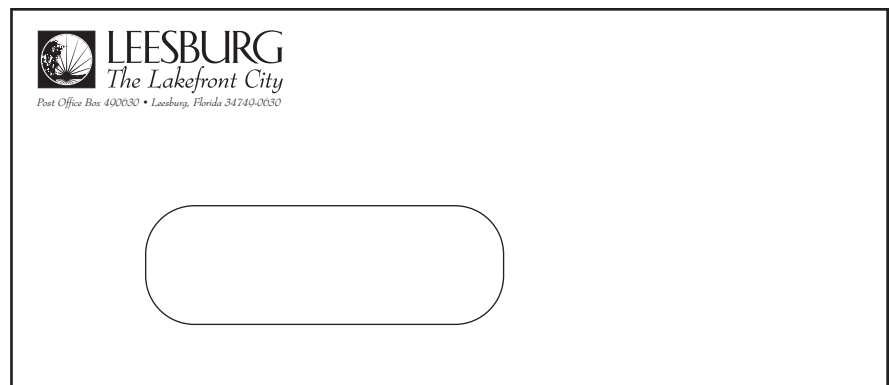
Revising pre-printed address text
This task should only be carried out in the printer.

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Ut enim ad
minm venuam quisa
most laoris mist utaliq
up ex aes

Example of 9 1/2" x 4 1/8" city business correspondence envelope with typing format

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Ut enim ad
minm venuam quisa
most laoris mist utaliq
up ex aes

Example of 9 1/2" x 4 1/8" informal business correspondence envelope with typing format

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Example of 9 1/2" x 4 1/8" informal business correspondence envelope with window

4.4 Business Cards

Formal business cards

For individual employees

The design of these cards positions the employee's name above the logotype and above the address. To emphasize the name it should be set one point size larger than phone numbers and in bold face.

Employee's name, when typeset, is to be confined to one line and the title to one line.

Printing/type specifications:
Size: 3 1/2" x 2"
Stock:
Ink:
  Name: Black
  Title: Black
  "LEESBURG": Blue PMS 293U
  "The Lakefront City":
          Yellow PMS 130U
  Phone Numbers: Black
  Address Line: Black
  City Art: 3-Color
Pre-printed text: Bernhardt
Logo: Version 1

Generic informal business cards

This is a "generic" business card for intermittent use by workers who rarely have a need for cards. There is a space for the worker's name and title.

Printing/type specifications:
Size: 3 1/2" x 2"
Stock:
Ink:
  Name: Black
  Title: Black
  "LEESBURG": Blue PMS 293U
  "The Lakefront City":
          Yellow PMS 130U
  Phone Numbers: Black
  Address Line: Black
  City Art: 3-Color
Pre-printed text: Bernhardt
Logo: Version 1

Name
Title

LEESBURG
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Fax (352) 728-9734

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3 1/2" x 2" business card with a two-line name & title.

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3 1/2" x 2 informal generic business card with two lines. Space will be left to write in name of individual and title.

5.0 Standardized Forms & Labels

Statements

Logo application to customer billing: design is a standard form provided by the form company.

Printing Specifications:

Size:
Stock:
Ink:
Logo: Version 6

Checks

City checks as provided by form company and/or bank. Use one-color version of logotype with address typeset below logotype.

Printing specifications

Size:
Stock:
Ink:
Logo: Version 5

Invoice sheets

For use in billing other companies.

The billing address must fall into the address window area. Please be certain that the pre-printed text does not fall into, or overlap, this area.

Printing specifications

Size:
Stock:
Ink:
Logo: Version 6

Shipping label

For use on packages and large envelopes otherwise not carrying the logotype.
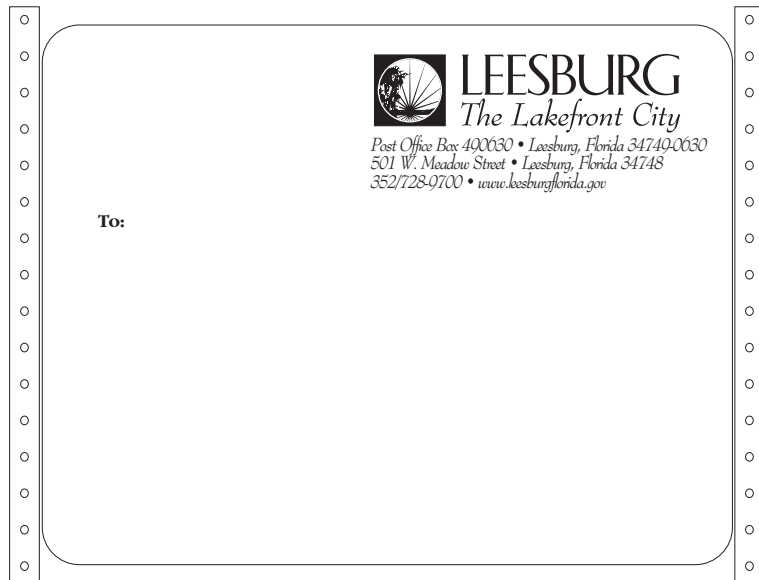
Printing/type specification:

Size: 4" x 3"
Stock: Continuous feed self-
        adhesive labels, vellum
        label, fan fold
Ink: PMS 293U
Logo: Version 5

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To:

Example of 4" x 3" shipping label.

6.0 Clothing And Identification

The City's clothing/uniforms play an integral part in the City identity program through the consistent use of colors and identification badges.

This section details recommendations for uniform shirts and t-shirts. It also makes recommendations for pin-on badges and embroidered patches.

6.1 Patches and Badges

Embroidered or screened patches

Two patches are to be produced. Both patches are to be embroidered in full color to match the sample at right. The width of the complete logotype version is to be 4". The shape of the patch should be square. Do not place the logotype within any other geometric shape. The second version of the patch consists of the full-color Lakefront art embroidered on a 2" wide patch.

Example of 4" embroidered patch

Example of lake front patch to be stitched onto sleeve of uniform shirt.

Badges

Name badges have been designed to be produced in the city color on a white background. The badge measures 3/4" x 3" wide. Name and title should be set in Bernhardt.

Example of 3/4" x 3" name badge with lakefront portion of logotype, name and title.

6.2 Uniforms and T-Shirts

Uniform Shirts

Of the two embroidered patches designed, the patch which contains the entire logo is to be stitched over the left pocket. If tag is to be worn, it is to be worn over the right pocket.

T-Shirts

Colors for t-shirts are to be determined by the department director.

Silk screen inks to match:
         PMS 293U
         PMS 130U
         Black
Logo: Version 2 is preferred.

Example of uniform shirt.

Example of T-shirt.
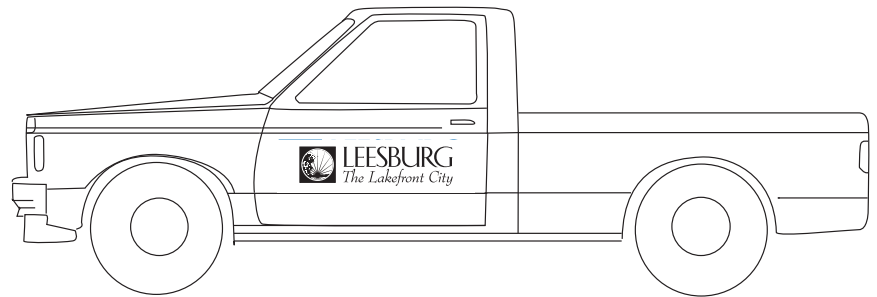
7.0 Vehicle Markings

The city logo will be applied to City vehicles. To achieve the desired City of Leesburg appearance, it is preferable to use three colors. One size decal, measuring 23.5" x 5.5" will be used to fit all vehicles. When three color is not possible, blue or black will be the only acceptable colors.

The approximate placement of vinyl decal is shown in the adjacent illustrations. Use logotype version 1.
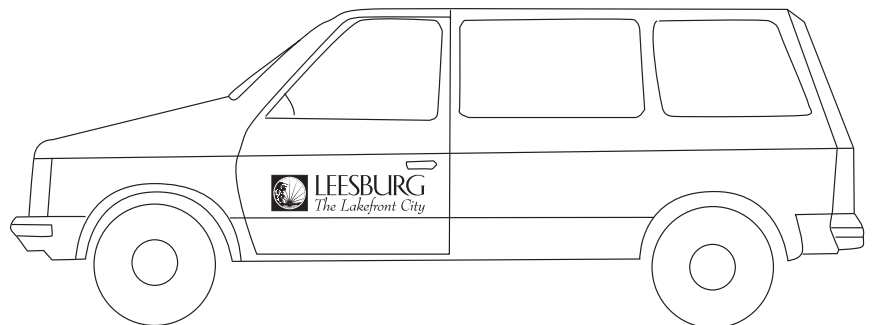
Decals will also be applied to the back side of trucks and vans. One of two versions can be used. Preferably, same logo art that is used on the side of the vehicle, should also be used, centered on the back as shown. If the design of the vehicle does not make this possible, a decal of logo version 2 is to be made to the size needed. It should be placed in the lower right corner of the back side of the vehicle.
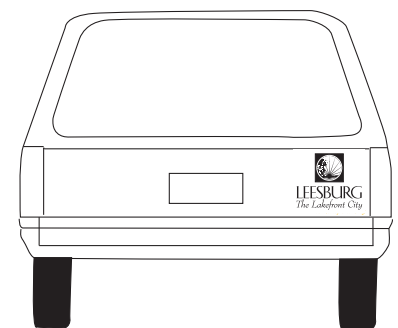
Example 1

Example 1

Example 1

Example 1   *Example 2*